

Message Text

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43

ACTION AGR-20

INFO OCT-01 ARA-16 ISO-00 AID-20 CIAE-00 COME-00 EB-11

FRB-03 INR-11 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12

SP-03 CIEP-03 LAB-06 SIL-01 OMB-01 STR-08 HEW-08

DRC-01 L-03 /136 W

----- 128310

R 192200Z AUG 74

FM AMEMBASSY SAN SALVADOR

TO SECSTATE WASHDC 6213

INFO AMEMBASSY MEXICO

AMEMBASSY GUATEMALA

AMEMBASSY TEGUCIGALPA

AMEMBASSY MANAGUA

AMEMBASSY SAN JOSE

AMEMBASSY PANAMA

UNCLAS SAN SALVADOR 3309

EO 11652: N/A

TAGS: EAGR ETRD AORG

SUBJ: OIRSA INVOLVEMENT IN BEEF MARKETING

REF: (A) SAN JOSE 3108; (B) SAN SALVADOR 4635 DEC 1973

1. AGATT VISITED DR. CARLOS MEYER AREVALO OF OIRSA TO DISCUSS REPORT THAT THIS ORGANIZATION WAS CONSIDERING FURTHER EXPANSION OF ITS ROLE.

2. MEYER STATED THAT THIS WAS A MATTER STILL IN THE DISCUSSION STAGE AND WAS SURPRISED THAT IT HAD BEEN GIVEN PRESS COVERAGE. HE MENTIONED THAT THE IDEA OF A GROUP OF FOOT-AND MOUTH DISEASE (FMD) FREE COUNTRIES ASSOCIATING THEMSELVES FOR PURPOSES OF EXCHANGING IDEAS ON PRODUCTION, ANIMAL HEALTH, AND MARKETING CAME FROM THE GOVERNMENT OF MEXICO AND THAT HE WAS MERELY A SPOKESMAN. HE NOTED THAT OIRSA WAS PLANNING TO CHANGE ITSELF FROM AN ORGANIZATION CONCERNED ONLY WITH ANIMAL AND PLANT HEALTH

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TO ONE ALSO INVOLVED IN THE PRODUCTION OF ALL AGRICULTURAL

PRODUCTS (REF B). THUS, INVOLVEMENT WITH LIVESTOCK PRODUCTION WOULD FIT WELL WITH THE NEW ORGANIZATIONAL PURPOSE; BUT MARKETING IS OUTSIDE ITS SCOPE.

3. HE ENVISIONS AND ORGANIZATION (NOT OIRSA, BUT AN ORGANIZATION IN WHICH OIRSA IS AN ACTIVE PARTICIPANT) WHICH BESIDES ITS INTEREST IN HEALTH AND PRODUCTION WOULD POOL EXPORTS FROM FMD FREE COUNTRIES IN ORDER TO FACILITATE MARKETING. HE NOTED, AS AN EXAMPLE, THAT THERE IS A MARKET IN THE U.S. FOR GOOD QUALITY IMPORTED CUTS BUT THAT THE SUPPLY FROM INDIVIDUAL COUNTRIES IS TOO SMALL FOR MOST INDIVIDUAL DEALERS TO HANDLE; AS A RESULT, THE QUALITY CUTS USUALLY BRING A LOWER PRICE THAN WOULD BE THE CASE IF A CONTINUED LARGE SUPPLY COULD BE ASSURED. HE THINKS THAT POOLING EXPORTS OF SUCH CUTS WOULD BOOST PRICES. THE ORGANIZATION WOULD ALSO PROMOTE THE CONSUMPTION OF BEEF IN BOTH PRODUCING AND IMPORTING COUNTRIES THROUGH ADVERTISING CAMPAIGNS AND BY LOWERING PRODUCTION COSTS SO THAT THE PRICE TO THE CONSUMER IS ATTRACTIVE ENOUGH TO ENCOURAGE FREQUENT PURCHASES. HE STRESSED THAT HE DOES NOT REPEAT NOT ENVISION THIS GROUP AS BEING INVOLVED IN FIXING PRICES.
MOSKOWITZ

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To: STATE
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